

Appn No. 10/743671
Amdt. Dated: January 8, 2007
Response to Notice of December 19, 2006

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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of printing a publication ~~having an input element readable by a sensing device and tracking user interaction with an input element on the printed publication~~, the method comprising the steps of:
 - (a) determining a unique page identity for said publication in a computer system;
 - (b) identifying human-readable information for said publication;
 - (c) determining a page description for said publication in said computer system, said page description comprising: (i) a description of said human-readable information and (ii) a description of said input element including a zone of said input element on said page and a description of an associated entity;
 - (d) associating said page identity with said description of said input element;
 - (e) generating, in a printer, first dot data for coded data using said page identity, said coded data identifying said page identity and a plurality of positions on said publication;
 - (f) generating, in the printer, second dot data for said human-readable information using at least part of said page description;
 - (g) compositing the first and second dot data; and
 - (h) printing the publication wherein the coded data is printed at the same time as printing the human-readable information using the composited dot data;
 - (i) receiving, from a sensing device, indicating data indicative of a position or movement of the sensing device relative to the printed publication, said indicating data being generated by the sensing device using sensed coded data; and
 - (j) identifying, from the indicating data and the page description, whether the user has selected the input element using the sensing device and, if so, notifying an associated entity of the selection.-

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2. (Previously Presented) The method of claim 1, wherein the associated entity is selected from the group consisting:

- (a) an advertiser;
- (b) a merchant;
- (c) a printer provider; and
- (d) a publisher.

3. (Previously Presented) The method of claim 2, wherein the input element is selected from the group consisting:

- (a) a button;
- (b) a hyperlink; and
- (c) an input field.

4. (Previously Presented) The method of claim 1, wherein the associated entity is selected from the group consisting:

- (a) an advertiser computer system;
- (b) a merchant computer system;
- (c) a printer provider computer system; and
- (d) a publisher computer system.

5. – 7. (Cancelled).

8. (Previously Presented) A system for printing a publication having an input element readable by a sensing device, the system comprising a computer system configured for:

- (a) determining a unique page identity for said publication;
 - (b) identifying human-readable information for said publication;
 - (c) determining a page description for said publication, said page description comprising: (i) a description of said human-readable information and (ii) a description of said input element including a zone of said input element on said page and a description of an associated entity;
 - (d) associating said page identity with said description of said input element;
- and a printer configured for:

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(e) generating first dot data for coded data using said page identity, said coded data identifying said page identity and a plurality of positions on said publication;

(f) generating second dot data for said human-readable information using at least part of said page description;

(g) compositing the first and second dot data; and

(h) printing the publication, wherein the coded data is printed at the same time as printing the human-readable information using the composited dot data.

9. (Previously Presented) The system of claim 8, wherein the associated entity is selected from the group consisting:

- (a) an advertiser;
- (b) a merchant;
- (c) a printer provider; and
- (d) a publisher.

10. (Previously Presented) The system of claim 9, wherein the input element is selected from the group consisting:

- (a) a button;
- (b) a hyperlink; and
- (c) an input field.

11. (Previously Presented) The method of claim 8, wherein the associated entity is selected from the group consisting:

- (a) an advertiser computer system;
- (b) merchant computer system;
- (c) a printer provider computer system; and
- (d) a publisher computer system.

12. – 14. (Cancelled).